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**CIDA**  
**Development Information Program:**  
**Guidelines for Submitting Proposals**



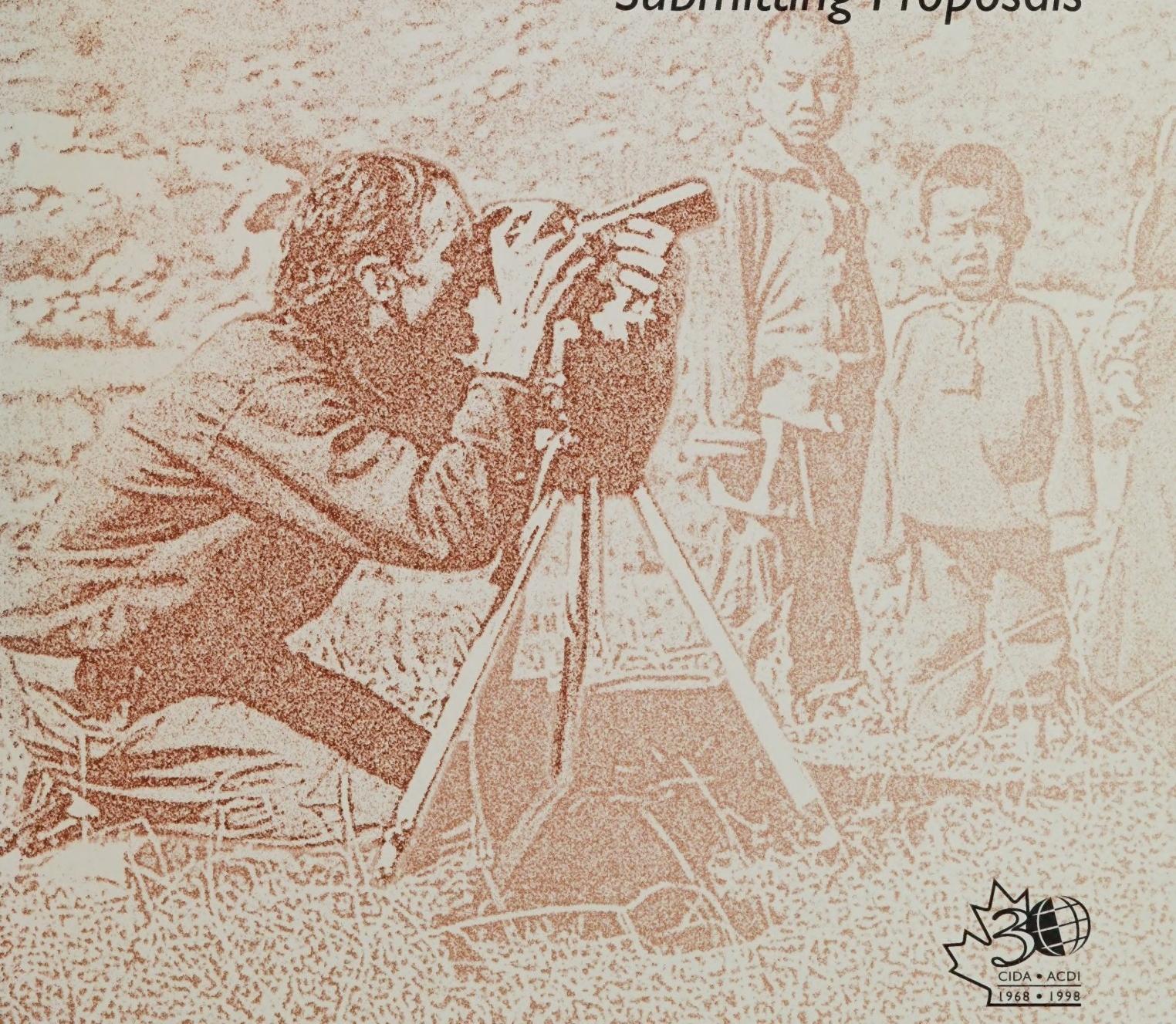
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Government Publications

# Development Information Program

## Guidelines for Submitting Proposals



Produced by the **Development Information Program**  
Communications Branch  
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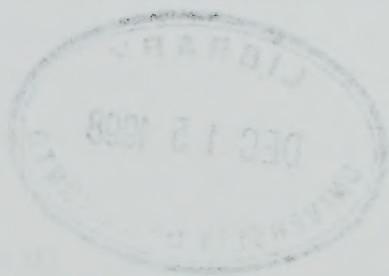
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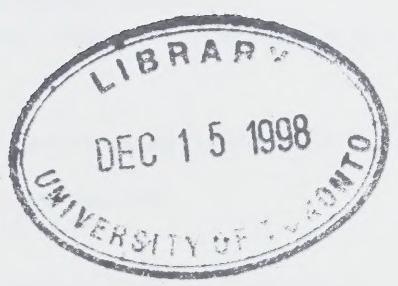
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# **DEVELOPMENT INFORMATION PROGRAM**

**Guidelines for  
Submitting Proposals**



Canadian International Development Agency (CIDA)  
Communications Branch





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## **CIDA AND INTERNATIONAL COOPERATION**

The Canadian International Development Agency (CIDA) is the federal government agency responsible for most of Canada's international cooperation program. It provides Official Development Assistance (ODA) to developing countries in Africa, Asia and the Americas, with the aim of supporting sustainable development to reduce poverty and help create a more secure, equitable and prosperous world. CIDA programming in developing countries focuses on six priorities:

- ❖ basic human needs;
- ❖ women in development;
- ❖ infrastructure services;
- ❖ human rights, democracy and good governance;
- ❖ private sector development; and
- ❖ the environment.

CIDA's programs are implemented by a wide range of partners in Canada and overseas, including non-governmental organizations, the private sector, universities and colleges, co-operatives, international organizations and local and national governments. Their expertise and knowledge are essential to providing effective, high-quality assistance.

Canada also provides assistance through CIDA to a limited number of countries in transition in Central and Eastern Europe and the former Soviet Union. That assistance has three broad objectives:

- ❖ to support the transition to market-based economies;
- ❖ to increase Canadian trade and investment links with the region; and
- ❖ to promote democratic development.



### THE PROGRAM

The goal of the Development Information Program (DIP) is to financially support activities that inform Canadians about development and international cooperation issues, with a special emphasis on the important contribution Canadians make to developing countries and countries in transition. The Program supports communications activities proposed by non-governmental organizations and the private sector.

The Program supports a wide range of activities, including: television and radio productions; publishing initiatives, such as the placement of inserts in major Canadian magazines and newspapers; exhibitions; initiatives to inform youth about development; Internet projects; the building of media awareness and support through exchange programs for Canadian journalists; public awareness campaigns; and the production of publications and other works. The Program issues at least one Request for Proposals (RFP) every year. Each RFP identifies specific eligible themes sought at that time.

### PROGRAM ELIGIBILITY CRITERIA

The Development Information Program encourages proposals that bring together multiple partners to maximize the impact of supported activities. The Program is especially interested in projects that can reach the broadest possible Canadian audience through mainstream media such as television, radio, newspapers, magazines and the Internet.

The Program is intended for Canadians from all parts of the country. In the assessment of proposals, evaluators will try to strike a balance between projects aimed at a national audience and those that are regional in scope. When assessing proposals, importance will be given to the feasibility of the concept, originality/creativity, size of audience, promotion and distribution considerations, and the ability of the project to reach its intended audience. Proposals accompanied by signed undertakings to distribute, broadcast or publish the product will be given clear preference over those that are accompanied by general letters of interest.



## Development Information Program ~ Guidelines

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All projects must:

- ❖ encourage public understanding among Canadians of international development and cooperation issues;
- ❖ place particular emphasis on the role and contribution of Canadians in developing countries and countries in transition;
- ❖ focus on at least one of CIDA's development priorities (please see "Eligible Themes" below); and
- ❖ reflect CIDA's mandate.

## FUNDING REQUIREMENTS

The Development Information Program will consider proposals seeking contributions ranging from \$5,000 to a maximum of \$250,000, according to the availability of funds. Research and Development (R&D) proposals are occasionally considered for contributions ranging from \$5,000 to \$15,000.

The following guidelines will apply:

- ❖ for the production phase, the Program may contribute up to 50% of project costs;
- ❖ for the research and development phase, the Program may contribute up to a maximum of 50% of costs (a contribution to an R&D project does not commit CIDA to the production phase of the project);
- ❖ for publicity, distribution or broadcast-related costs, the Program may contribute up to 10% of the total distribution budget;
- ❖ for television and radio broadcast proposals, the Program will require a firm broadcast guarantee;
- ❖ for other types of proposals, signed undertakings to distribute, publish or otherwise reach the intended audience will be required; and
- ❖ applicants must demonstrate that a project is financially sound before it will be considered for funding.

### ELIGIBLE THEMES

Projects must focus on at least one of the following six priority issues:

**Basic Human Needs:** to support efforts to provide primary health care (prevention and control of diseases, basic curative care, health education, health personnel training, etc.); basic education (early childhood development, primary schooling, basic education for youth and adults, etc.); family planning (basic reproductive health services, education and communication, STD/HIV/AIDS prevention programs, and capacity development); nutrition (household food security, micro-nutrient malnutrition, development of long-term food security policies, etc.); water and sanitation (water purification, waste stabilization ponds, safe water transmission and storage, etc.); and shelter (access to housing, community participation, development and management of housing programs, etc.);

**Women in Development:** to support the full participation of women as equal partners in the sustainable development of their societies, through support for activities that directly benefit women, as well as for broader initiatives that integrate gender considerations into policies and programs;

**Infrastructure Services:** to help developing countries deliver environmentally sound infrastructure services, with emphasis on the neediest and on capacity building. Infrastructure services are those services provided by physical infrastructure, which protect health, promote economic development, and improve quality of life. They include access to clean water and sanitation, good roads, and reliable electricity, telephone and information services. Efficient and equitable infrastructure services have important development benefits, including contributing to poverty reduction, social development, gender equity, and a healthy indigenous private sector and civil society;

**Human Rights, Democracy, and Good Governance:** to increase respect for human rights, including children's rights; to promote democracy and better governance; and to strengthen both civil society and the security of the individual. Human rights are founded on the inherent dignity of the human person. Democratization reinforces the effective participation of individuals in decision making and the exercise of power in society, both through the formal process of democracy, and through the organizations of civil society which give voice to the concerns of the population. Good governance is the effective, honest, equitable and accountable exercise of power by government;



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**Private Sector Development:** to promote sustainable and equitable economic growth through private sector involvement in the development process. The private sector can be a potent instrument for reducing poverty, by helping to generate sustainable development. Jobs and incomes created by private enterprise contribute to economic growth; if that growth is equitable, development benefits can be widely distributed, and can help people living in poverty achieve sustained livelihoods. Canadian businesses and non-profit organizations can play a significant role in Canada's efforts to promote private sector development in developing countries; and

**Environment:** to help developing countries protect their environments and contribute to the management of global and regional environmental issues. The main thrusts of Canadian involvement are to help developing countries improve their capacity to make decisions and to carry out activities in the environmental field, and to work with Canadian and international partners to help integrate environmental considerations into development activities.



## **NON-ELIGIBLE THEMES**

The following projects will not be considered:

- ❖ projects that focus chiefly on technical information (i.e., anthropological, ethnographical, cultural or geographical aspects of developing countries and countries in transition not directly related to international cooperation);
- ❖ projects that focus on areas which are the principal responsibility of other federal departments;
- ❖ projects that focus on the activities of a non-governmental organization for purposes of promotion or fund-raising; and, projects that focus primarily on non-eligible countries.

## **ELIGIBILITY CRITERIA**

Canadian companies, institutions, organizations, agencies, communications firms and specialists, publishers, film-makers, journalists and individuals are all eligible to apply.

Applicants might include – but are not limited to – the following:

- ❖ film and video production companies;
  - ❖ television and radio broadcasters;
  - ❖ print and broadcast media;
  - ❖ freelance writers, journalists and publishers;
  - ❖ media associations;
  - ❖ non-governmental development assistance groups and institutions;
  - ❖ universities, colleges and other academic organizations and institutions;
  - ❖ women's organizations;
  - ❖ environmental groups and organizations; and
  - ❖ professional, business and health associations.
- \* To qualify for a contribution, projects submitted by international organizations must be part of a Canadian-led consortium or partnership.



## **HOW TO SUBMIT A PROPOSAL**

The Development Information Program funds projects through a competitive process. The Program issues at least one Request for Proposals (RFP) every year. This RFP is issued by regular mail or electronic mail to organizations featured on the program's client list. A copy of the RFP is also made available on our Internet site at <<http://w3.acdi-cida.gc.ca/dip>> and a notice is posted on MERX, an electronic tendering service. For more information on MERX, call 1-800-964-6379 or visit their Web site at <<http://www.merx.cebra.com>>.

To request that your organization's name be added to the Program's mailing list, you may:

- ❖ call (819) 997-1663;
- ❖ call CIDA's toll-free number at 1-800-230-6349; or
- ❖ send an e-mail to <[PID\\_DIP@ACDI-CIDA.GC.CA](mailto:PID_DIP@ACDI-CIDA.GC.CA)>.

### **When submitting:**

- ❖ Complete the *Project Proposal Application Form* in full (Annex II). **If the application form is not completed and signed, your submission will be deemed non-receivable, and will be returned.**
- ❖ Keep the proposal as brief as possible, and ensure that components are organized according to the following order:
  1. Project Proposal Application Form;
  2. **Synopsis** identifying key themes and objectives - one page maximum;
  3. **Detailed description** of creative treatment identifying target audiences and proposed evaluation and follow-up activities - 10 pages maximum;
  4. **Research and development to date** - one page maximum;
  5. **Implementation or project production schedule** - one page maximum;
  6. **Personnel profile** - summary page of team proposed - one page maximum (also attach resumes for each proposed team member);
  7. **Partners involved** (attach commitment letters);

8. **Distribution Plan** (attach commitment letters, e.g., broadcast commitments);
  9. **Budget** (include detailed costs by stages and a financial structure - see check list below); and
  10. Submit one copy of **supporting material** showing a recent sample of your work (demo tapes, news clippings, etc.) that is as closely related to the proposal's subject matter and creative treatment as possible.
- ❖ Address all of the project elements identified in the *Evaluation Grid for Proposals* (Annex I).
  - ❖ Proposals must be on 8.5" x 11" paper, **single-sided only**. In setting the format of the proposal, please ensure that it can easily be disassembled for photocopying.
  - ❖ **Use paper clips to secure material.** Do not use binders, cerlox binding, plastic covers or staples.
  - ❖ Provide two copies of the proposal; only one copy of any **supporting material** is required.
  - ❖ No colour text, please.

**Please note that:**

- ❖ submissions received after the close of a request will be returned unopened;
- ❖ no faxes will be accepted;
- ❖ submissions sent by e-mail will not be accepted; and
- ❖ incomplete proposals will be returned.

### **BUDGET CHECKLIST**

In preparing the budget for your proposal, you must do the following:

- ❖ List all financial partners (confirmed or anticipated) and the amount of their contribution to the project.
- ❖ Indicate what percentage of funding you are requesting from CIDA (projects requesting in excess of 50% will not be considered).
- ❖ Detail all expenditures planned in executing the project.



- ❖ Consider the fact that, once it has received and approved a product, CIDA will reimburse you for a **percentage of the expenditures that you incur** in the project. It would be preferable for you to submit, in detail, the cost of each product/phase of the project. Remember to identify the fixed costs for each product in the proposed project.
- ❖ Remember that your profit margin on the allocation of your resources to the project is not a cost or an expenditure. This profit margin thus cannot be allowed for the purpose of the contribution. Also, CIDA will not contribute to the acquisition of equipment or other capital expenses.
- ❖ Budgets must be balanced. Include information and documentation concerning financing of the proposed project. Specify all sources of assistance (including in-kind services) and the purpose for which the assistance was sought. List which partners are **confirmed** or **anticipated** and the amount expected from each. Identify the terms and conditions under which the assistance has been, or will be received.

## WHERE AND WHEN TO SUBMIT PROPOSALS

The Development Information Program issues at least one Request for Proposals every year. A notice of intent to issue a Request for Proposals is posted on the Program's Web site a few weeks prior to the issuance of a call. Notices of intent are also sent to organizations featured on the Program's mailing list. Proposals must be delivered to the address below on, or before, the time and date of closing identified in the formal Request for Proposals document.

Canadian International Development Agency  
Development Information Program  
Communications Branch/DIP 1198  
c/o The Bid Receiving Unit  
Mail and Messenger Services  
200 Promenade du Portage, 10th Floor  
Hull, Québec, K1A 0G4



## Development Information Program ~ Guidelines

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For further information, call the Development Information Program at (819) 997-1663 or CIDA's toll-free number at 1-800-230-6349. Should you wish to be advised electronically about the issuing of the Request for Proposals, forward a message to our e-mail address at <[PID\\_DIP@ACDI-CIDA.GC.CA](mailto:PID_DIP@ACDI-CIDA.GC.CA)>.

### ANNOUNCEMENT OF SUCCESSFUL PROPOSALS

The names of successful applicants whose proposals have been recommended to the Program by an independent evaluation committee will be posted on the DIP Web site approximately 12 weeks after the close of the Request for Proposals.

Unsuccessful applicants will be advised, in writing, of the reasons why their proposals were not selected. All decisions are final.

### CONTRIBUTION AGREEMENTS

Successful applicants will be asked to enter into negotiation with CIDA to establish the terms of a contribution agreement. This agreement will detail the roles and responsibilities of each partner, specific rights and obligations, cash flow requirements, milestones and deliverables. An example of the contribution agreement is posted on CIDA's Web site.

**Please note:** The Program will not advance funds. The contribution agreement will stipulate, as negotiated, a set number of deliverables against which portions of the approved contribution will be issued. A small percentage of the total contribution will be allocated for a final payment, to be made upon delivery of a project completion report. Installment payments are usually received 30-45 days after approval of each deliverable by the Program.

The contribution agreement will also specify that all partners must acknowledge CIDA's support for the project.



## **RECOGNITION OF CIDA SUPPORT**

In consideration of CIDA's financial contribution, the project is to feature an acknowledgment of this support in its credits and related promotional and print materials as follows:

"Produced with the support of the  
Canadian International Development Agency (CIDA)"

## **CHANGES IN PROJECT SCOPE**

After a contribution agreement has been signed, recipients may not modify their projects in any major way without the prior authorization of the Development Information Program. All changes to a project's scope must be negotiated with the Development Information Program before being undertaken. CIDA's contribution must be used to complete the project for which the funding was approved.

## **NON-COMPLIANCE**

**Recipients who do not comply with all the conditions of the contribution agreement might have to return to CIDA all funds not used for the prescribed purposes.**





**Annex I**

**Proposals will be judged according to the  
following general criteria.**

Description	Project Elements	Evaluation Criteria	Points Available
Concept	1. Synopsis 2. Themes and objectives 3. Issues addressed 4. Detailed description 5. Detailed explanation of creative treatment 6. Research and development to date	<ul style="list-style-type: none"> <li>• encourages Canadian public's understanding of development issues</li> <li>• stresses the involvement and contributions of Canadians in the developing world</li> <li>• relates to recipient countries in Africa, Asia, the Americas or Central and Eastern Europe as per CIDA's eligibility list</li> <li>• reflects CIDA's priorities</li> <li>• originality/creativity of proposed project</li> </ul>	30
Management	7. Project development to date 8. Implementation schedule 9. Budget <sup>1</sup> <ul style="list-style-type: none"> <li>• detailed costs and cash flow requirements</li> <li>• breakdown by stages if applicable</li> <li>• funding required from CIDA</li> <li>• other confirmed and required funding</li> </ul> 10. Evaluation plan 11. Projected activity beyond funding period	<ul style="list-style-type: none"> <li>• caliber of partners (individuals, organizations, institutions, etc.) associated with the proposal</li> <li>• reasonableness and feasibility of budget</li> <li>• timetable for implementation</li> <li>• percentage of CIDA's contribution vis-à-vis that of partners</li> <li>• quality of evaluation plan</li> </ul>	20
Delivery	12. Target audience 13. Distribution 14. Commitments to use 15. Partners 16. Personnel profile	<ul style="list-style-type: none"> <li>• significance of target audience(s)</li> <li>• project reach and impact</li> <li>• demonstrated work experience</li> <li>• capacity to deliver</li> <li>• promotion in support of proposed project</li> <li>• viability of project beyond funding period (e.g., "shelf life" or repeat use)</li> </ul>	20
Capacity	17. Supporting material	<ul style="list-style-type: none"> <li>• caliber of project personnel in the production of supporting material</li> <li>• demonstrated technical capacity</li> <li>• demonstrated creativity/originality</li> <li>• effectiveness for intended purpose</li> <li>• demonstrated capacity to implement proposed project</li> </ul>	30

<sup>1</sup> Your profit margin on the allocation of your resources to the projects is not a cost or an expenditure. This profit margin thus cannot be allowed in the contribution



**Development Information Program ~**  
Project Proposal Application Form



**Annex II**

**NOTE : (USE BLACK INK, PRINT CLEARLY OR TYPE)**

SOLICITATION NUMBER: CIDA-DIP 1198

PROJECT NUMBER: 99- \_\_\_\_\_  
(office use only)

**IMPORTANT:** Please refer to page 7 of the Guidelines for Submitting Proposals for list of required components..

Name of organization or individual: \_\_\_\_\_

Name and title of principle contact:  Ms.  Mr.  Mrs. \_\_\_\_\_

Address: \_\_\_\_\_

Postal code: \_\_\_\_\_ GST #: \_\_\_\_\_

Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_  
(Web page providing information about your organization and your past/current work)

Citizenship:  Canadian  Landed immigrant since (day/month/year) \_\_\_\_/\_\_\_\_/\_\_\_\_\_  
 Other \_\_\_\_\_

Ownership:  Canadian-controlled corporation  
 Other \_\_\_\_\_

**Identify category of project:**

- (100)  Radio Production (features, interviews, program series, etc.)
- (200)  Film and Video Production (documentaries, docudramas, public service announcements, program series, etc.)
- (300)  Print (magazine and newspaper articles and inserts, etc.)
- (400)  Exhibit
- (500)  Program for Journalists (exchanges, conferences, etc.)
- (600)  Multiple Media (primarily non broadcast)
- (700)  New Media (Internet, etc.)  
Other (please specify) \_\_\_\_\_





## Development Information Program ~

### Project Proposal Application Form

**Working title of proposed project:** \_\_\_\_\_

**Identify the project phases for which you are applying** (e.g. research & development, production, post production, programming, presentation, distribution, etc.):  
\_\_\_\_\_

**Identify length and format of proposed project** (e.g. length of segments, programs, documentaries, articles and total number in series, square feet covered, etc.):  
\_\_\_\_\_

**Identify development priorities covered in proposed project:**

- Basic Human Needs (health, education, nutrition, water and sanitation, shelter)
- Women in Development
- Infrastructure Services
- Human Rights, Democracy and Good Governance
- Private Sector Development
- Environment

**Identify developing countries or countries in transition (and locations within) covered by proposed project:**  
\_\_\_\_\_

(Remember to refer to CIDA's list of eligible countries.)  
\_\_\_\_\_

**Identify partners involved** (producers, universities, colleges, aid organizations, etc.):  
\_\_\_\_\_

(Remember to include commitment letters as per requirements on page 7 of Guidelines.)  
\_\_\_\_\_

**Identify range of audience to be reached by project:**

- National
- Regional (specify) \_\_\_\_\_
- Local (specify) \_\_\_\_\_



  
**Development Information Program ~**  
Project Proposal Application Form

**Dates:** Start of project: (day/month/year) \_\_\_\_ / \_\_\_\_ / \_\_\_\_ /

Completion of project: (day/month/year) \_\_\_\_ / \_\_\_\_ / \_\_\_\_ /

**Total Cost of Proposed Project:** \$ \_\_\_\_\_

**Amount Requested from CIDA:** \$ \_\_\_\_\_

**Percentage of total cost:** \_\_\_\_\_ % (**can not exceed 50%**)

(Remember to refer to budget checklist on page 8 of Guidelines.)

**Have you received in the past or are you presently receiving a contribution from CIDA's Development Information Program (DIP)?**

NO       YES

If you have previously received or are currently receiving a financial contribution from DIP, please indicate title of project, year of implementation and amount of DIP's contribution.

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**Has this proposed project or a modified version of this project previously been submitted to CIDA?**

NO       YES

Title of submission: \_\_\_\_\_

Date submitted: (day/month/year) \_\_\_\_ / \_\_\_\_ / \_\_\_\_

**Are you now or will you be receiving funding from CIDA (other than from the Development Information Program)?**

NO       YES

Specify: \_\_\_\_\_

---

---



## **Development Information Program ~**

Project Proposal Application Form



**Complete this page only if submitting a broadcast proposal**

(Remember to include copies of any broadcast licences, broadcast agreements, letters of interest or intent from broadcasters, and distribution agreements, as per requirements on page 7 of Guidelines.)

### **RADIO :**

**Confirmed or anticipated radio broadcast** (indicate if national, regional, community or campus broadcast):

**Station/network:** \_\_\_\_\_

**Program:** \_\_\_\_\_

**Time slot:** \_\_\_\_\_

**Audience ratings:** \_\_\_\_\_

**Source of ratings:** \_\_\_\_\_

### **TELEVISION:**

**Confirmed or anticipated television broadcast** (indicate if national, regional, specialty or cable broadcast):

**Station/network:** \_\_\_\_\_

**Program:** \_\_\_\_\_

**Time slot:** \_\_\_\_\_

**Audience ratings:** \_\_\_\_\_

**Source of ratings:** \_\_\_\_\_

Have you attached a letter of guarantee/broadcast licence?       NO       YES

Have you attached a letter of interest/intent?       NO       YES



# **Development Information Program ~**

Project Proposal Application Form



## **SUPPORTING MATERIAL INCLUDED WITH YOUR PROPOSAL**

Project number: 99- \_\_\_\_\_  
(office use only)

**Supporting material included with your proposal:**

- Audio tapes (a maximum of two tapes)
- Video tapes (VHS only - maximum of two videos)
- Letters of support/participation from partners
- Photographs / Stills / Posters
- Press clippings
- Promotional materials
- Publications / Articles / Magazines
- Print out of relevant Web page material
- Other (please specify) \_\_\_\_\_

**Title of supporting material:** \_\_\_\_\_

**Director/producer/author or other:** \_\_\_\_\_

**Year completed/published:** \_\_\_\_\_

**Running time, length or size:** \_\_\_\_\_

**Describe material submitted and how it relates to personnel involved in proposed project:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Note:** Material must include examples of the past work of principal participants collaborating in the project.  
Supporting material will be returned to the address provided on page one of this form.





**Development Information Program ~**  
Project Proposal Application Form

**MANDATORY CERTIFICATION:**

1. I understand that this form must be completed and signed or the proposal will be treated as "non receivable" and will not be evaluated.
2. No budgeted item in the proposal is currently being funded under any other program or division of CIDA.
3. None of the personnel listed in this proposal, who would work on the project (if it were accepted), is currently employed by CIDA.
4. All proposed partners have formally agreed to be included in the proposal (signed letter(s) must be included).
5. I understand that CIDA is not responsible for loss or damage, however caused, of materials submitted in support of a proposal.
6. Conditions of entering into a Contribution Agreement include the following:
  - a) The recipient organization will formally acknowledge CIDA's contribution in materials related to the project.
  - b) The recipient organization will propose to CIDA in advance and in writing of any modifications it wishes to make to the project.
  - c) To be either a Canadian citizen, a permanent resident or a landed immigrant.
  - d) To be a Canadian-controlled corporation.

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

DATE : \_\_\_\_\_









Canada



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# The Mass Media Initiative DEVELOPMENT INFORMATION PROGRAM

Guidelines for submitting proposals

Canada



# **THE MASS MEDIA INITIATIVE Development Information Program**

**Guidelines for submitting proposals**

**[www.acdi-cida.gc.ca/mmi](http://www.acdi-cida.gc.ca/mmi)**

**Canadian International Development Agency  
November 2002**



**Canadian International Development Agency (CIDA)**  
200 Promenade du Portage  
Hull, Quebec K1A 0G4

Telephone:  
(819) 997-5006 / 1-800-230-6349 (toll-free)  
For the hearing- and speech-impaired only (TDD/TTY):  
(819) 953-5023 / 1-800-331-5018 (toll-free)

Fax: (819) 953-6088  
Website: [www.acdi-cida.gc.ca](http://www.acdi-cida.gc.ca)  
E-mail: [info@acdi-cida.gc.ca](mailto:info@acdi-cida.gc.ca)

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## CIDA's mandate

The Canadian International Development Agency (CIDA) is the federal government agency responsible for most of Canada's international cooperation program. It provides Official Development Assistance (ODA) to developing countries in Africa, Asia, and the Americas, with the aim of supporting sustainable development to reduce poverty and help create a more secure, equitable, and prosperous world.

Canada also provides assistance through CIDA to a limited number of countries in transition in Central and Eastern Europe, as well as the former Soviet Union. That assistance aims to support the transition to market-based economies, increase Canadian trade and investment links with the region, and promote democratic development.

CIDA works with a wide range of partners in Canada and overseas, including non-governmental organizations (NGOs), the private sector, universities and colleges, cooperatives, international organizations, and local and national governments. The expertise and knowledge of the Agency's partners are essential to providing effective, high-quality assistance.



*CIDA Photo: David Trattles*

## About the Mass Media Initiative

The Development Information Program's (DIP) Mass Media Initiative (MMI), financially supports communications projects aimed at increasing Canadian public awareness and understanding of international development and cooperation issues through the mass media.

Typical projects supported by the initiative include:

- ♦ prime-time television and radio programs;
- ♦ articles and feature stories in small- and large-market dailies and magazines;
- ♦ exhibitions/displays; and
- ♦ other unique or innovative communications projects.

Successful project proposals:

- ♦ bring together multiple partners;
- ♦ highlight Canadian contributions to the developing world; and
- ♦ reach the broadest Canadian audience possible through mass-media vehicles.

## Objectives

The objectives of the Mass Media Initiative are to:

- ♦ broaden Canadians' understanding of international development and cooperation issues;
- ♦ highlight the role played by Canadians in developing countries and countries in transition; and
- ♦ encourage more in-depth analysis of international development and cooperation issues in Canada.



CIDA Photo: Pat Morrow

## Who can apply?

A variety of Canadian individuals and organizations are invited to apply, including:

- ♦ film and video production companies;
- ♦ television and radio broadcasters;
- ♦ magazine and newspaper publishers and editors;
- ♦ individual filmmakers;
- ♦ non-governmental organizations and associations; and
- ♦ individuals and organizations with demonstrated expertise in communications that are capable of delivering information on development issues to large Canadian audiences.

MMI contribution agreements can only be undertaken with Canadian individuals and organizations. Projects involving international organizations based outside of Canada must be part of a Canadian-led consortium or partnership.

Proposals backed by multiple partners are encouraged, particularly when the partnership enhances the project's content, financial viability, and/or potential reach.

## ***Who is not eligible?***

The following applicants are not eligible for MMI funding:

- ♦ individuals who are not Canadian citizens or do not have landed immigrant status;
- ♦ organizations based outside Canada;
- ♦ individuals or organizations that fail to demonstrate the capacity to implement a project consistent with the objectives of the Mass Media Initiative;
- ♦ individuals or groups that cannot demonstrate financial solvency, or lack the ability to manage cash flow and meet the reporting requirements set out in the contribution agreement; and
- ♦ universities and colleges, schools and school boards, or projects that focus on in-class activities.\*

\*Educational institutions may, however, be part of a partnership led by an eligible applicant as listed on page 1. Applicants interested in education-based projects should refer to DIP's Global Classroom Initiative at [www.acdi-cida.gc.ca/gci](http://www.acdi-cida.gc.ca/gci).

## ***What projects are eligible?***

Eligible projects could include, but are not limited to:

- ♦ television and radio productions;
- ♦ magazine and newspaper features;
- ♦ exhibits and other communications activities; and
- ♦ other innovative projects that may not focus directly on a development issue, but contain significant information on development themes.

## ***Eligibility criteria***

To be eligible for MMI funding, your proposal must:

- ♦ be Canadian-led;
- ♦ be consistent with CIDA's mandate and the objectives of the Mass Media Initiative;



- ◆ focus on international development or cooperation issues;
- ◆ highlight Canadian contributions in the proposed area of focus;
- ◆ target a large Canadian audience;
- ◆ focus primarily on countries eligible for Official Development Assistance (see current list at [www.acdi-cida.gc.ca/eligib-e.htm](http://www.acdi-cida.gc.ca/eligib-e.htm)); and
- ◆ include signed undertakings to distribute, broadcast, or publish the product (with the exception of research and development projects).

### ***What projects are not eligible?***

Projects that are not eligible include those that:

- ◆ focus on the activities of an organization for promotion, fund-raising, or training purposes;
- ◆ focus primarily on anthropological, ethnographic, cultural, geographic, or tourism themes; and
- ◆ involve the creation of new websites and NGO newsletters.

### **Marketing and distribution**

Your proposal's ability to effectively reach its intended mass-media audience is a primary consideration when evaluating submissions. This is especially important as you will be asked to report on the size and demographics of the audience reached following the broadcast, publication, or display of your project. Television, radio, and print projects must present a broadcast guarantee or a firm commitment from a publisher before being considered for funding. Proposals for exhibits must also present a firm commitment from host venues. Research and development projects, however, do not require a broadcast or distribution guarantee, although an expression of interest is encouraged.

Your proposal must include a marketing and distribution plan that:

- ◆ identifies the size and demographics of the target audience;
- ◆ lists the broadcaster, distributor, or publisher of your materials;
- ◆ provides proposed dates and the names of venues in the case of exhibits;
- ◆ shows how you will promote the product or activity, including the types of promotional tools and vehicles to be used; and
- ◆ gives details of any expenses related to marketing and distribution costs.



CIDA Photo: Greg Kinch

## Possible themes

Projects may focus on, but are not limited to, the following themes:

### **Basic human needs**

#### *Health and nutrition*

- ◆ primary health care (disease control and prevention, immunization programs, basic curative care, health education, health personnel training, etc.);
- ◆ family-planning services;
- ◆ reproductive-health education and communication;
- ◆ water and sanitation (water treatment, safe water supply and storage systems, etc.);
- ◆ shelter (access to housing, community involvement, housing programs, etc.);
- ◆ the reduction of mortality rates and micronutrient malnutrition;
- ◆ increased household long-term food security;
- ◆ agriculture and rural development; or
- ◆ humanitarian assistance (food aid, natural disaster relief, etc.).

#### *Basic education*

- ◆ educational opportunities for boys and girls;
- ◆ early-childhood development information and programs;
- ◆ basic primary and secondary education for youth;
- ◆ quality of the school environment, educational programs and learning materials; or
- ◆ teacher training.

#### *HIV/AIDS*

- ◆ information and prevention programs, particularly among vulnerable groups;
- ◆ research and development;
- ◆ capacity-building at the community level (training for health care workers and administrators, etc.); or
- ◆ education and life-skills support services (literacy, self-confidence, employment skills, etc.).

## *Child protection*

- ◆ protection and promotion of the rights of children;
- ◆ child labour (protecting children from economic exploitation, eliminating the worst forms of child labour, etc.);
- ◆ children affected by armed conflict (preventing the recruitment of children into armed forces, reunification of families, recovery and reintegration of children affected by armed conflict, peace-building, conflict resolution, etc.); or
- ◆ other child-protection activities concerning street-involved children, children with disabilities, children facing discrimination due to their ethnic or religious identity, children in conflict with the law or in institutional care, etc.

## *Gender equality*

- ◆ empowerment opportunities for women and men, girls and boys;
- ◆ education for women and young girls;
- ◆ programs to help women attain self-sufficiency;
- ◆ life skills through education;
- ◆ the capacity of women to develop and successfully manage small business; or
- ◆ the achievement of equality between women and men.

## *Infrastructure services*

- ◆ development of environmentally sound infrastructure services;
- ◆ serviceable transportation routes;
- ◆ reliable electric and telephone utilities;
- ◆ information systems and connectivity; or
- ◆ health, economic development, and quality of life.

## *Human rights, democracy, and good governance*

- ◆ respect for, and understanding of, human rights;
- ◆ the rights of women and men, girls and boys;
- ◆ democracy and good governance;
- ◆ participatory government;
- ◆ peace-building and conflict resolution; or
- ◆ civil society and security of the individual.

## *Private-sector development*

- ◆ growth of small business (training, technical support, marketing assistance, etc.); or
- ◆ development of small business by women.

## *Environment*

- ◆ help for developing countries to protect their environment and address global and regional environmental issues (global climate change, desertification, deforestation, etc.); or
- ◆ environmental information and education programs.



CIDA Photo: Stephanie Colvey



## Funding

Proposals may request funding for research and development, production, and distribution. However, because MMI will only support a limited number of research and development proposals, preference will be given to proposals for production and distribution activities.

Submissions that receive funding are selected through a competitive process. Please note: funds are limited and demand far exceeds availability.

The following parameters apply:

- ♦ Funding can range between **\$5,000 and \$200,000**, according to the availability of funds.

- ♦ Total funding for your project from CIDA and all federal departments cannot exceed **50 percent** of total project costs.
- ♦ If you are requesting funding for research and development, MMI can only contribute **between \$5,000 and \$15,000**.
- ♦ For specific phases, MMI will only:
  - contribute up to 50 percent of project costs for the **production phase**;
  - contribute up to 50 percent of costs for the **research and development phase**; and
  - contribute up to 10 percent of the total budget for **publicity, marketing, or distribution**.
- ♦ Project proposals may request funding for a project that will cover more than one year. However, since the MMI budget is approved annually, funding for the full life of such projects is not guaranteed.
- ♦ MMI cannot advance funds. Payments are made after receipt and approval of deliverables, as per a negotiated payment schedule—organizations are expected to manage cash flow accordingly. Multiple sources of funding are encouraged in order to facilitate cash flow. Contribution payments are made to reimburse expenses you have incurred or paid, based on the presentation of acceptable invoices and reports.

## *What are the financial requirements?*

- ♦ Applicants must ensure that their project is financially sound and that they are able to provide evidence of financial solvency.
- ♦ Applicants must also demonstrate an ability to manage cash flow and to account for spending and activities in all financial reports (for details, see the "Budget checklist").



CIDA Photo: Patricio Baeza

Contribution agreements specify a set number of deliverables against which portions of the approved contribution will be made. In addition, a small percentage of the total contribution will be allocated to a final payment upon receipt of a final product and final report. Instalment payments are usually received 40 to 55 days following approval by CIDA of each deliverable.

It is important to note that the schedule of deliverables and payments negotiated in the contribution agreement must be respected. Failure to do so could result in the termination of the contribution agreement.

### Budget checklist

Before finalizing your proposal's budget, be sure to take the following into account:

- You must submit a balanced budget (revenues and expenses) that provides complete details of all costs to be incurred. This includes, but is not limited to, material and personnel costs,

travel expenses, research, production, distribution, and operational costs. It also includes the costs of monitoring the project and evaluating its impact through viewer/reader/participant feedback whenever possible.

- Your budget should detail expected revenues, including information and documentation concerning all sources of funding. Be sure to itemize all financial and in-kind partners (confirmed and anticipated) and the amount of their contribution to the project, and identify the terms and conditions of their support. As confirmation of partner involvement, include signed letters that clearly identify the amount of financial and in-kind contributions.
- For all in-kind contributions, identify the equivalent value in dollar terms whenever possible. Dollar equivalents must be justifiable and reflect industry standards.
- Indicate the percentage of funding you are requesting. Remember, projects that request more than 50 percent of their



CIDA Photo: Roger Lemoyne

funding from CIDA cannot be considered. If you are proposing to incur the remaining project costs, be prepared to provide proof of your financial solvency and your ability to manage cash flow.

- ♦ You must balance the budget and justify expenditures. Keep in mind that very few contributions are provided at the maximum level—funds are limited and demand exceeds availability.
- ♦ Be sure to attach copies of the budget in both paper copy and electronic format (on disk) using either Lotus 1-2-3 or Microsoft Excel software.

## *Repaying contributions*

Some contributions could be repayable, in part or in full, when one or more of the following conditions apply:

- ♦ the contribution allows the business to generate profits or increase the value of the business;

- ♦ the contribution allows a non-profit organization to generate sufficient revenues to repay the contribution;
- ♦ the contribution allows a non-profit organization in partnership with the business to commercialize a product; or
- ♦ the allowable costs incurred to implement the project, according to the terms and conditions specified in the contribution agreement, are lower than the allowable costs projected for implementing the project in the budget.

## **Submitting a proposal**

Before submitting your proposal, be sure to take the following into account:

- ♦ You must complete the MMI application form in full (a copy of the form is included with these guidelines). If you have not duly completed and signed the application form, your proposal will not be

considered for evaluation and will be returned to you.

- ◆ Make sure your proposal covers all the elements outlined in the evaluation chart (see page 12).
- ◆ Keep the proposal as concise as possible, ensuring that all components are included and organized according to the order indicated in the evaluation chart (see page 12).
- ◆ Provide **two copies** of the core proposal, and ensure it can be easily disassembled for photocopying:
  - proposals must be on 8.5" x 11" paper, one side only;
  - use paper clips to secure printed material; and
  - do not use staples, Cerlox binding, plastic covers, binders, or colour text.
- ◆ Provide two examples of supporting materials.
- ◆ Ensure your proposal is received by the established deadline. If it is received after

the time and date identified in the requests for proposals (RFP), it will be returned to you unopened.

- ◆ Submissions are not accepted by fax or e-mail.

### ***When and where to submit a proposal***

You can only submit a proposal to the Mass Media Initiative in response to an RFP.

Requests for proposals are issued at least once a year, and are posted on CIDA's website ([www.acdi-cida.gc.ca/mmi](http://www.acdi-cida.gc.ca/mmi)) and MERX, an electronic tendering service at [www.merx.cebria.com](http://www.merx.cebria.com). Electronic or paper RFP notices are also sent to individuals on the MMI mailing list. If you would like to be included on the MMI mailing list, please send your name, title, organization, address, phone, fax, and e-mail to the Mass Media Initiative via e-mail to: [imm\\_mmi@acdi-cida.gc.ca](mailto:imm_mmi@acdi-cida.gc.ca).



CIDA Photo: Clive Shirley

Be sure to write "**MMI PROPOSAL**" on the envelope containing your proposal and supporting materials, and deliver it to the following address on or before the closing time and date of the RFP:

Canadian International  
Development Agency  
Mass Media Initiative  
Development Information Program  
Bid Receiving Unit  
c/o Mail Room, 10th Floor  
200 Promenade du Portage  
Hull, Quebec K1A 0G4

## *Announcing decisions*

Decisions will be issued approximately 12 weeks after the RFP deadline. Both successful and unsuccessful applicants will be notified in writing. Should your project be approved for funding, your organization's name and the title of your project will be posted on the CIDA website. All decisions are final.

## Evaluating and selecting proposals

An evaluation committee comprising independent media and international development specialists, and chaired by CIDA, will review all eligible proposals through a competitive process. In evaluating your proposal, the committee will consider:

- ♦ its consistency with CIDA's mandate and the objectives of the Mass Media Initiative;
- ♦ the relevance and currency of international development themes;
- ♦ the project team's demonstrated capacity to produce, promote, and distribute the project, and to work overseas if applicable;
- ♦ the project's overall quality, feasibility, originality, and creativity;
- ♦ the project's ability to effectively reach its target audience, as well as the size of the target audience;
- ♦ the significance and prominence of the Canadian element in the treatment;



CIDA Photo: Pierre St-Jacques



*CIDA Photo: Cindy Andrew*

- ♦ the overall completeness and clarity of the proposal and supporting documentation; and
- ♦ the total amount of funding requested, its proportion of total project costs, and how the proposal meets established funding criteria.

Unsuccessful proposals may be resubmitted in response to future RFPs. Resubmitted proposals must clearly identify the changes made, including how the project may have developed since it was last submitted to the MMI.

Please see the evaluation chart on page 12 for additional information on selection criteria.

## *Evaluation chart and proposal format*

The following chart lists criteria the committee uses to evaluate proposals. To be considered for evaluation, your proposal has to satisfy the MMI eligibility criteria (see page 2).

When formatting your proposal, please include **all** the components mentioned in the chart below, and **put them in the same order**.

Be sure to fully complete and sign your application form, otherwise, your submission will be returned to you.

Item	Details	Maximum Length
<b>Concept</b>  Value: 30%	<p><b>Synopsis</b></p> <p>Summarize the overall concept, key themes, and objectives of the proposal.</p> <p>The synopsis must be as clear and concise as possible. It will be used to describe your project on CIDA's website and should be written with this in mind.</p> <p><b>Detailed description</b></p> <p>Include a detailed breakdown of creative treatment, describing:</p> <ul style="list-style-type: none"> <li>• concepts, themes, and objectives;</li> <li>• specific development projects or issues to be presented;</li> <li>• individuals, organizations, and/or countries to be featured;</li> <li>• examples of key "visual" images that will carry the story;</li> <li>• the size of the target audience;</li> <li>• how the project will reach its intended audience; and</li> <li>• how the proposed activity will be evaluated and reported.</li> </ul> <p><b>Summary of research and development to date</b></p> <p>Include information such as objectives and outcomes of research and consultations, partners, and main conclusions. Your proposal should demonstrate that you have completed sufficient preliminary research.</p>	125 words  2,500 words (5 pages)  125 words
<b>Delivery</b>  Value: 20%	<p><b>Marketing and distribution plan</b></p> <p>Your marketing and distribution plan should include:</p> <ul style="list-style-type: none"> <li>• your marketing objectives and strategies;</li> <li>• size and demographics of the target audience;</li> <li>• distribution methods and vehicles; and</li> <li>• promotional activities.</li> </ul>	250 words

Item	Details	Maximum Length
	<p>Be sure to attach any letters of interest or commitment from broadcasters, distributors, print or Internet publishers, and/or host venues. Include plans for future distribution of your product.</p>	
<b>Management</b> Value: 20%	<b>Summary of team personnel</b>	250 words
	<p>Include names, organizational affiliation, and proposed roles for all individuals involved in your project from conception to delivery. Attach their résumés or filmographies.</p>	
	<b>Summary of partner organizations</b>	250 words
	<p>Include names, titles, and background information for funders and key partners, as well as their roles in the proposed project. Be sure to attach commitment letters that clearly specify the amount of their financial contribution and/or the value of any in-kind contribution.</p>	
	<b>Project implementation schedule</b>	250 words
	<p>Provide dates for all milestones associated with your project from conception to delivery, (i.e., implementation, production, distribution, promotion).</p>	
	<p>Your proposal should demonstrate that the project's implementation schedule is reasonable and achievable, and that it takes into consideration the 12-week adjudication period.</p>	
	<b>Budget summary</b>	One page
	<p>Provide a summary of all major expenditures and revenues. Include a financial structure.</p>	
	<b>Detailed budget</b>	As necessary
	<p>Provide a <b>detailed</b> breakdown of all project-related expenses and revenues on both paper copy and on disk using either Microsoft Excel or Lotus 1-2-3.</p>	
	<p><b>General guidelines include:</b></p> <ul style="list-style-type: none"> <li>• the budget must be balanced (revenues and expenses);</li> <li>• the financial structure must be sound and achievable, and supported by documentation;</li> <li>• professional costs must be consistent with industry standards;</li> <li>• the budget must reflect generally accepted accounting practices; and</li> </ul>	

Item	Details	Maximum Length
	<ul style="list-style-type: none"> <li>travel and accommodation costs must be consistent with the guidelines of the Treasury Board Secretariat of Canada (see <a href="http://www.tbs-sct.gc.ca">www.tbs-sct.gc.ca</a>).</li> </ul> <p>For additional details, see the "Budget checklist" on page 7 of this publication.</p>	
<b>Capacity</b> Value: 20%	<p><b>Supporting material</b></p> <p>Include two different examples of supporting material that illustrate recent work as closely related as possible to the proposal's subject matter and creative treatment. This material must show the work of key team members and is a critical element of your submission. For television and radio proposals, demos or compilation tapes are discouraged; full-length productions are preferred.</p> <p>Supporting material should clearly demonstrate the creative, technical, and managerial capacity of project personnel.</p>	Two examples
<b>Evaluation Plan</b> Value: 10%	<p>Be sure to identify proposed methods for evaluating the project's effectiveness. Proposals should include an evaluation plan that provides a qualitative and quantitative impact analysis, including:</p> <ul style="list-style-type: none"> <li>audience feedback;</li> <li>total audience size;</li> <li>tracking of audiences and impact beyond the life span of the funding agreement with CIDA; and</li> <li>detailed accounting of present and anticipated distribution vehicles.</li> </ul>	500 words

## Contribution agreements

Successful applicants will be asked to enter negotiations with CIDA to establish the terms of a contribution agreement. This agreement will detail the roles and responsibilities of each partner, specific rights and obligations, cash-flow and reporting requirements, milestones, deliverables, and payments.

The contribution agreement also outlines the general terms and conditions governing CIDA's use of a product or names associated with a product for promotional purposes.

Please keep in mind that funds cannot be advanced. Payments will be made against expenses incurred, as specified in the negotiated schedule of payments. Payments are usually issued 40 to 55 days after the receipt of each deliverable. The schedule of deliverables and payments negotiated in the contribution agreement must be respected. Applicants are encouraged to read a sample agreement carefully before submitting a proposal. An example can be found on CIDA's website at [www.acdi-cida.gc.ca/mmi](http://www.acdi-cida.gc.ca/mmi).

Note that for television production proposals, principal photography must begin within nine months of the ratification of the contribution agreement.

### *Changes in project scope*

The decision to fund a project is based on the analysis of an independent evaluation committee. Once the contribution agreement is signed, you cannot modify your project in any major way without authorization. Changes must be negotiated and approved by CIDA. Keep in mind that CIDA's contribution can only be used to complete the project approved for funding.



CIDA Photo: Roger LeMoigne

### *Non-compliance*

Recipients who do not comply with the conditions of the contribution agreement will be required to repay all or part of the contribution, plus the interest as prescribed by Treasury Board regulations.

### *Monitoring and evaluating projects*

As a project unfolds, each deliverable will be evaluated against the terms and conditions set out in the contribution agreement. The agreement will stipulate a set number of deliverables, against which portions of the contribution will be issued.

A percentage of the contribution will be allocated to a final report that includes:

- ◆ a detailed narrative report with an analysis of results and impact to date (qualitative and quantitative);
- ◆ a detailed financial report that stipulates how the results will continue to be assessed and reported beyond the term of the contribution agreement; and
- ◆ copies of all products associated with the project.

## Recognizing CIDA's support

CIDA's financial contribution must be acknowledged in all materials associated with the project as follows:

Produced with the financial support of the Government of Canada through the Canadian International Development Agency (CIDA).

Canada

Please note that your CIDA project officer can provide you with an electronic copy of the Canada wordmark.

## Need more information?

For more information about the Mass Media Initiative and the Development Information Program:

- ◆ visit the CIDA website at [www.acdi-cida.gc.ca/mmi](http://www.acdi-cida.gc.ca/mmi);
- ◆ call (819) 997-1663, or contact CIDA's Public Inquiries Unit at 1-800-230-6349; or
- ◆ send an e-mail to the MMI at [imm\\_mmi@acdi-cida.gc.ca](mailto:imm_mmi@acdi-cida.gc.ca).



*CIDA Photo: Stephanie Colvey*





[www.acdi-cida.gc.ca/mmi](http://www.acdi-cida.gc.ca/mmi)

CA1  
EA81  
-D23

PROJECT NUMBER: \_\_\_\_\_

(OFFICE USE)

# The Mass Media Initiative Application Form

**IMPORTANT: TYPE OR PRINT CLEARLY IN BLACK INK AND SUBMIT IN DUPLICATE**

Please review the Mass Media Initiative's  
*Guidelines for submitting proposals* before completing this form.

## SECTION 1

**1.1 Name of applicant:**  Ms.     Mr.     Mrs. \_\_\_\_\_

**1.2 Title of applicant:** \_\_\_\_\_

**1.3 Name of organization or institution:** \_\_\_\_\_

**1.4 Mailing address:** \_\_\_\_\_

Postal code: \_\_\_\_\_

Telephone: (      ) \_\_\_\_\_ Fax: (      ) \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

(Website providing information about your organization or institution and your past/current work)

**1.5 Citizenship:**  Canadian     Permanent resident since: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
(day/month/year)

**1.6 GST #:** \_\_\_\_\_

### 1.7 Identify category of proposed project

- (100)  Radio production (features, interviews, series, etc.)
- (200)  Television/Film production (television documentaries, docudramas, feature films, series, etc.)
- (300)  Print media (feature articles for a magazine/newspaper, inserts)
- (400)  Displays/Exhibits/Performances
- (500)  Multimedia (activities that combine several media)
- (600)  New media (Internet, CD-ROM, etc.)
- (700)  Other \_\_\_\_\_

# The Mass Media Initiative

## SECTION 2

2.1 Working title of proposed project: \_\_\_\_\_

---

2.2 Brief description of the project and its main objectives (The synopsis must be as clear and concise as possible. It will be used to describe your project on CIDA's website and should be written with this in mind):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2.3 Identify the key development themes highlighted in your proposal:

Basic human needs

- Health and nutrition
  - Primary health care
  - Reproductive health care
  - Water and sanitation
  - Shelter
  - Food/Nutrition
  - Agriculture and rural development
  - Humanitarian assistance
- Other \_\_\_\_\_

Basic education

- Early-childhood development
- Basic primary and secondary education for youth
- Teacher training
- Other \_\_\_\_\_

Child protection

- Protection and promotion of the rights of children
- Child labour
- War-affected children
- Other \_\_\_\_\_

HIV/AIDS

- Information and prevention programs
- Research and development
- Capacity-building
- Other \_\_\_\_\_

# The Mass Media Initiative

## **Gender equality**

- Empowerment opportunities for women and men
  - Education for women and young girls
  - Programs to help women attain self-sufficiency
  - Women and small business
  - Other \_\_\_\_\_
- 

## **Infrastructure services**

- Development of environmentally sound infrastructure services
  - Serviceable transportation routes
  - Reliable electric and telephone utilities
  - Information systems and connectivity
  - Health, economic development, and quality of life
  - Other \_\_\_\_\_
- 

## **Human rights, democracy, and good governance**

- Respect for, and understanding of, human rights
  - Rights of women and men, girls and boys
  - Democracy and good governance
  - Peace-building and conflict resolution
  - Civil society and the security of the individual
  - Other \_\_\_\_\_
- 

## **Private-sector development**

- Growth of small business (training, technical support, marketing assistance, etc.)
  - Development of small business by women
  - Other \_\_\_\_\_
- 

## **Environment**

- Help developing countries protect their environment, and address global/regional environmental issues (global climate change, desertification, deforestation, etc.)
  - Environmental information and educational programs
  - Other \_\_\_\_\_
- 

Please identify other themes if the above do not adequately describe the focus of your project (landmines, forestry, fishing, etc.):  
\_\_\_\_\_  
\_\_\_\_\_

# The Mass Media Initiative

- 2.4 Identify any organization that may be featured in the content of the proposed project (non-governmental organizations and institutions, private-sector firms, government, etc.):

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## SECTION 3

- 3.1 Identify the type of project you're proposing and its duration (e.g. 27 minute documentary/ 7 week tour/display 30 venues):

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- 3.2 Indicate the project stages that apply to your request for funding (research and development, production, post-production, writing, programming, presentation, distribution, etc.):

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- 3.3 Indicate which country or countries will figure prominently in the project (consult the list of eligible countries at [www.acdi-cida.gc.ca/eligib-e.htm](http://www.acdi-cida.gc.ca/eligib-e.htm)):

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# The Mass Media Initiative

## SECTION 4

### 4.1 Identify the expected outreach of the project in Canada:

- National
- Regional (specify where) \_\_\_\_\_
- Local (specify where) \_\_\_\_\_

### 4.2 Identify the type of audience targeted (check all that apply):

- Youth audience (please specify age range: \_\_\_\_\_)
- English-speaking
- French-speaking
- Ethnic
- Aboriginal
- Other \_\_\_\_\_

## SECTION 5

### 5.1 Project dates:

Anticipated start: (day/month/year) \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Anticipated completion: (day/month/year) \_\_\_\_ / \_\_\_\_ / \_\_\_\_

### 5.2 Total cost of proposed project: \$\_\_\_\_\_

### 5.3a Amount requested from MMI: \$\_\_\_\_\_

# The Mass Media Initiative

5.3b Percentage of total cost requested from MMI: \_\_\_\_\_ %  
(cannot exceed 50%)

(Remember to refer to the section titled "Budget checklist" in the Guidelines. Include an electronic copy of the budget on disk in Lotus 1-2-3 or Excel format.)

5.4 Identify organizations involved as financial contributors or as contributors of "in-kind" services (government, non-governmental organizations and institutions, private sector, etc.):

Name of contributing organization	Type of contribution (cash or in-kind)	Value of contribution
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____

(Be sure to include commitment letters from contributors as per the Guidelines.)

5.5 Have you received in the past or are you presently receiving a contribution from any of the initiatives under CIDA's Development Information Program (DIP)?

No       Yes

5.6 If you have previously received or are currently receiving a financial contribution from CIDA/DIP, please indicate title of most recent project(s), the project number, and amount of DIP's contribution.

Project title	DIP file number/year	Amount of contribution
_____	_____ / _____	\$ _____
_____	_____ / _____	\$ _____
_____	_____ / _____	\$ _____
_____	_____ / _____	\$ _____

## The Mass Media Initiative

5.7 Is the project proposed in this application a modified version of a project previously submitted to DIP or to another program at CIDA?

No       Yes

If yes, date submitted: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
(day / month / year)

Title under which it was previously submitted: \_\_\_\_\_

CIDA program to which it was previously submitted: \_\_\_\_\_

5.8 Has or will your organization be receiving funding from another CIDA source (other than from the Mass Media Initiative) for this or any other project? (Please note that the total funding for your project from all federal departments cannot exceed 50% of your total project costs):

No       Yes      (answer questions a to e below)

- a) From which CIDA program? \_\_\_\_\_
- b) For which project? \_\_\_\_\_
- c) Amount of CIDA funding \_\_\_\_\_
- d) Date of funding agreement \_\_\_\_\_
- e) Contract number(s) \_\_\_\_\_

# The Mass Media Initiative

## SECTION 6

### BROADCAST INFORMATION

**Complete this page only if submitting a broadcast proposal**

Please attach copies of broadcast licences/agreements, letters of interest/intent from broadcasters, and distribution agreements as per the Guidelines.

#### 6.A TELEVISION

First Window

Second Window

Station/Network:

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Program:

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Time slot:

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Audience ratings:

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Source of ratings:

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Have you attached letter(s) of guarantee/broadcast license?

NO

YES

Have you attached letter(s) of interest/intent?

NO

YES

#### 6.B RADIO

Broadcaster 1

Broadcaster 2

Station/Network:

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Program:

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---

Time slot:

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Audience ratings:

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Source of ratings:

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Have you attached letter(s) of guarantee/broadcast license?

NO

YES

Have you attached letter(s) of interest/intent?

NO

YES

# The Mass Media Initiative

## SECTION 6

### PRINT MEDIA INFORMATION

**Complete this page if submitting a proposal for print media**

Please attach copies of any signed undertakings to publish or otherwise distribute proposed project as per the Guidelines.

#### 6.C PRINT:

Title of publication: \_\_\_\_\_

Type and frequency of publication (weekly magazine, daily newspaper, etc.): \_\_\_\_\_  
\_\_\_\_\_

Publisher: \_\_\_\_\_

Circulation: \_\_\_\_\_

Have you attached a signed undertaking to publish/distribute?       NO       YES

Have you attached letter(s) of interest/intent?       NO       YES

#### PRINT:

Title of publication: \_\_\_\_\_

Type and frequency of publication (weekly magazine, daily newspaper, etc.): \_\_\_\_\_  
\_\_\_\_\_

Publisher: \_\_\_\_\_

Circulation: \_\_\_\_\_

Have you attached a signed undertaking to publish/distribute?       NO       YES

Have you attached letter(s) of interest/intent?       NO       YES

# The Mass Media Initiative

## SECTION 7

### SUPPORTING MATERIAL

Supporting material must include two examples of past work completed by the principal participants collaborating on this project. Where possible, material should demonstrate the applicant's capacity to work in an international setting. For television and radio proposals, demos or compilation tapes are discouraged.

#### What supporting material is included with your proposal?

- CDs/Audio tapes (a maximum of two CDs or tapes)
- Video tapes (VHS only, maximum of two videos)
- Photographs/Posters
- Press clippings
- Promotional materials
- Publications/Articles/Magazines
- Printout of relevant web page material (provide website address) \_\_\_\_\_
- Other \_\_\_\_\_

#### SAMPLE 1

Title of supporting material: \_\_\_\_\_

Director/Producer/Author: \_\_\_\_\_

Year completed/Published: \_\_\_\_\_

Running time/Length: \_\_\_\_\_

Describe material submitted. Also explain how the team members of the proposed project were involved in producing the supporting material submitted.

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# The Mass Media Initiative

## SAMPLE 2

Title of supporting material: \_\_\_\_\_

Director/Producer/Author: \_\_\_\_\_

Year completed/Published: \_\_\_\_\_

Running time/Length: \_\_\_\_\_

Describe material submitted. Also explain how the team members of the proposed project were involved in producing the supporting material submitted.

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# The Mass Media Initiative

## SECTION 8

### MANDATORY CERTIFICATION:

1. I understand that this form must be completed and signed, or the proposal will be returned and will not be evaluated.
2. I understand that total CIDA and federal funds provided for this project cannot exceed 50% of the total project costs.
3. None of the personnel listed in this proposal who would work on the project (if it were accepted), is currently employed by CIDA.
4. All proposed partners have formally agreed to be included in the proposal (signed letter(s) must be included).
5. I understand that CIDA is not responsible for loss or damage, however caused, of materials submitted in support of the proposal.
6. I have read and understood the contribution agreement template as presented on the MMI website:  
[www.acdi-cida.gc.ca/mmi](http://www.acdi-cida.gc.ca/mmi).
7. Conditions for entering into a contribution agreement include the following:
  - a) The recipient individual or organization will formally acknowledge CIDA's contribution in materials related to the project.
  - b) The recipient individual or organization will advise CIDA in advance and in writing of any proposed modifications to the project.
  - c) The recipient is a Canadian citizen or a permanent resident; or
  - d) The recipient, if an organization, is a Canadian-controlled corporation.

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_



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